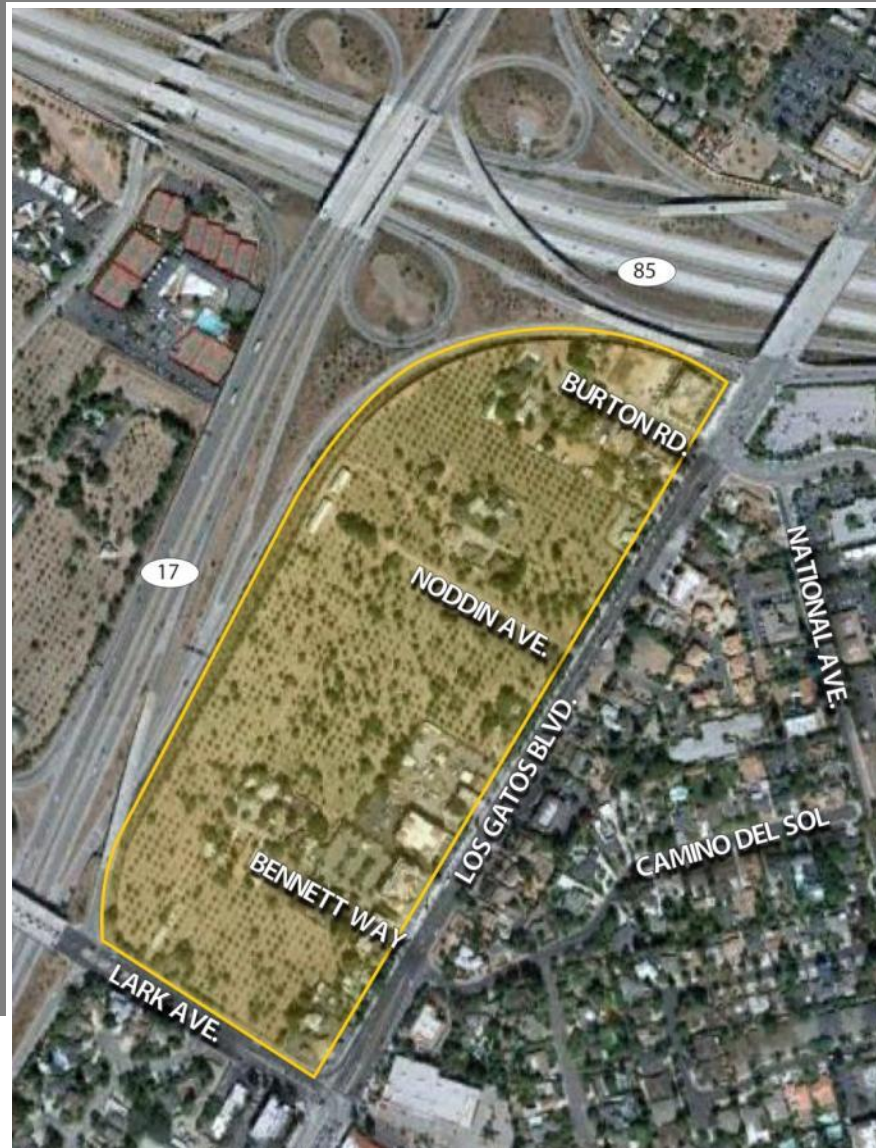


# NORTH 40 SPECIFIC PLAN



Advisory Committee  
Meeting #4  
August 4, 2011



# Agenda

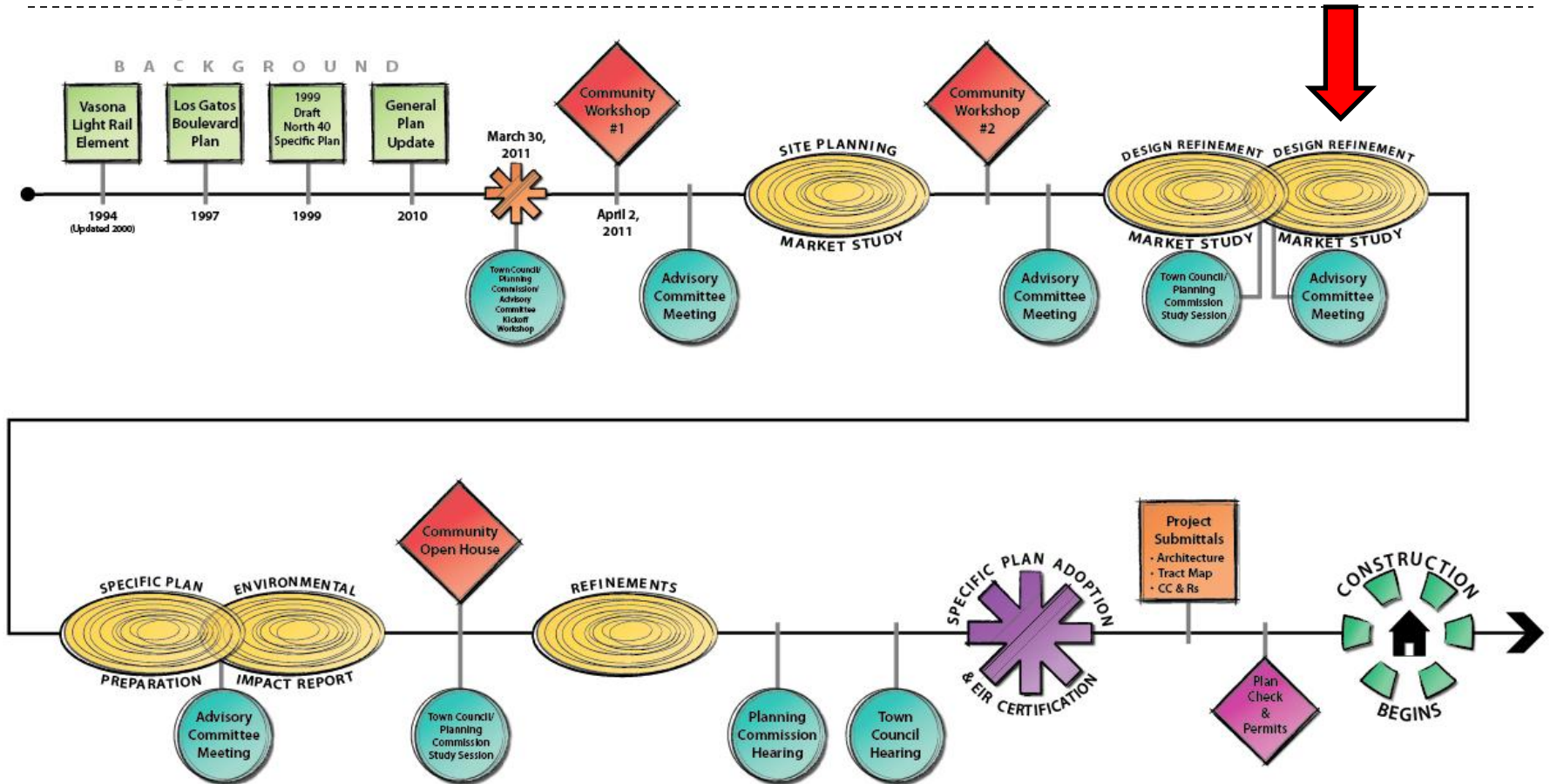
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- ▶ Introductions/Welcome
- ▶ Process
- ▶ Market Study Update
- ▶ Concept Plan Brainstorming Exercise
  - North 40 Land Use and Product Examples
  - Hand's-On Exercise
  - Present Ideas
- ▶ Next Steps



# Project Process

**WE ARE  
HERE!**



# MARKET STUDY UPDATE



# Market Study & Business Strategies

## Presentation Overview

### ■Market Study

- Purpose
- Study elements:
  - Market Assessment
  - Retail Attraction / Leakage Study
  - Opportunities / Strategies

### ■Next Steps

DRAFT  
Market Study & Business Opportunities Assessment

Town of Los Gatos

Submitted by BAE Urban Economics  
August 1, 2011



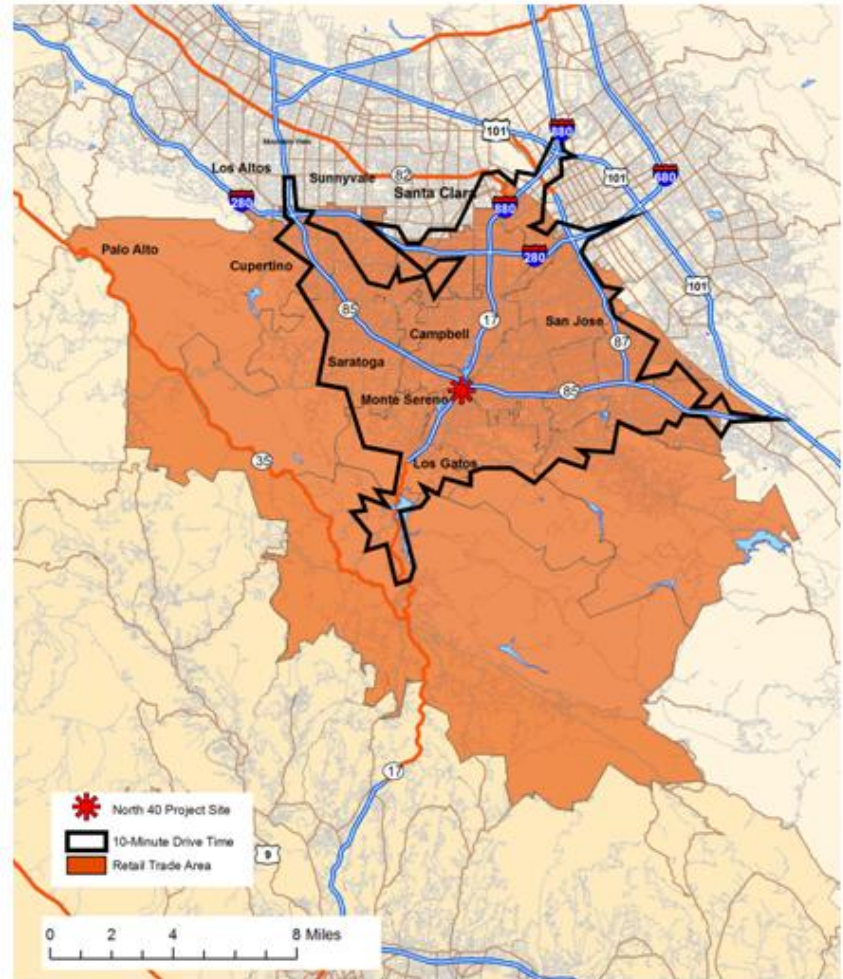


# Market Study & Business Strategies

## Market Assessment

- Retail Trade Area (RTA)

Figure 2: Retail Trade Area



Source: BAE, 2011.



# Market Study & Business Strategies

## Market Assessment

### ► Demographics

- ☐ Population
- ☐ Household Characteristics
- ☐ Employment Trends

**Table 6: Income, 2010**

<b>Geography</b>	<b>Median Household Income</b>	<b>Per Capita Income</b>
Town of Los Gatos	\$115,371	\$64,227
Retail Trade Area (a)	\$94,264	\$45,613
Santa Clara County	\$90,581	\$39,549
9-County Bay Area (b)	\$78,981	\$38,282

**Notes:**

(a) See Figure 2 for definition of the Retail Trade Area.

(b) The Bay Area consists of the Counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

Sources: Claritas, 2010; BAE, 2011.

**Table 3: Population Trends, 2000-2010**

<b>Geography</b>	<b>2000</b>	<b>2010</b>	<b>Avg. Annual % Change 2000-2010</b>
Town of Los Gatos	28,592	29,413	0.3%
Retail Trade Area (a)	575,582	606,056	0.5%
Santa Clara County	1,682,585	1,781,642	0.6%
9-County Bay Area (b)	6,783,760	7,150,739	0.5%

**Notes:**

(a) See Figure 2 for definition of the Retail Trade Area.

(b) The Bay Area consists of the Counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

Sources: U.S. Census, 2000 & 2010; BAE, 2011.

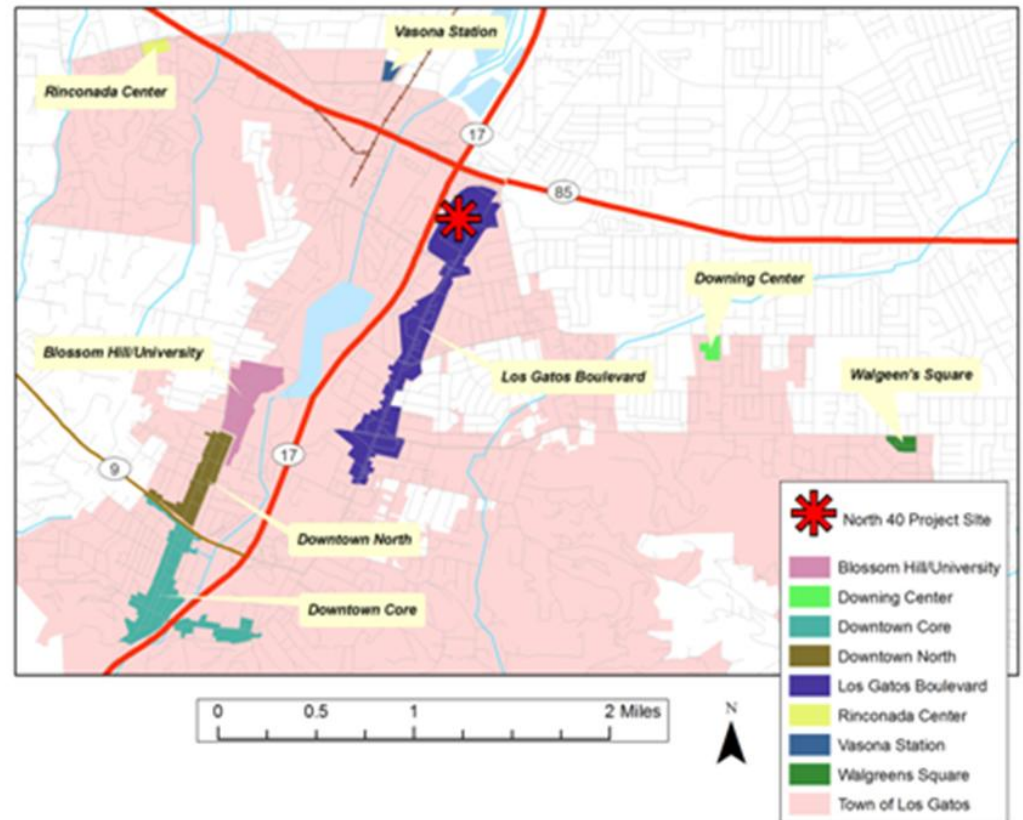


# Market Study & Business Strategies

## Market Assessment

- ▶ Los Gatos Retail/Commercial Districts
  - Downtown
  - Los Gatos Boulevard
  - Neighborhood Commercial Centers

Figure 6: Los Gatos Retail Districts

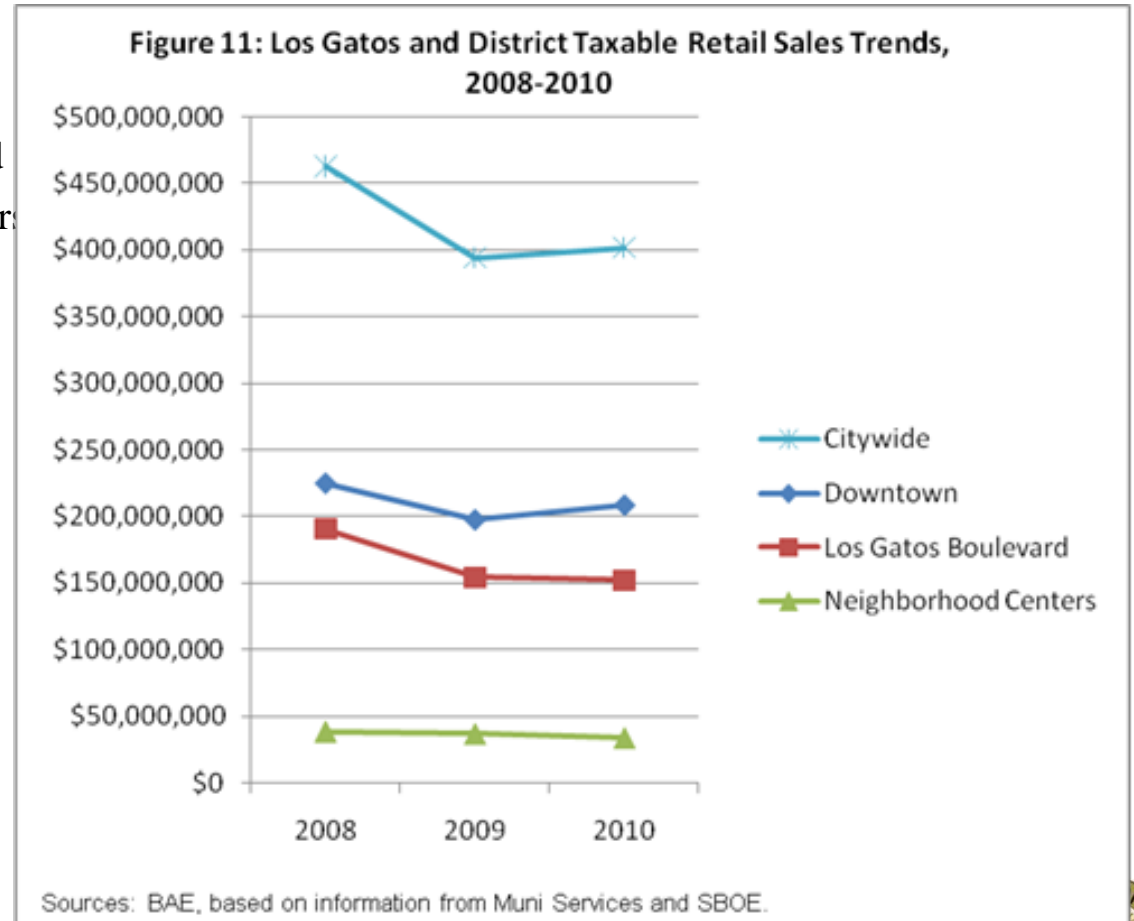




# Market Study & Business Strategies

## Retail Attraction / Leakage Study

- Sales Trends
  - Downtown
  - Los Gatos Boulevard
  - Neighborhood Centers
- Analysis / Findings
  - Los Gatos
  - RTA



# Market Study & Business Strategies

## Office Assessment

- Inventory
- Market Trends
- Demand

Figure 3: Office/Hotel/Meeting Space Market Area



Source: BAE, 2011.



# Market Study & Business Strategies

## ■ Hotel + Meeting Space Assessment

- Inventory
- LG Hotel Characteristics
- Demand



# Market Study & Business Strategies

## Opportunities / Strategies

- Overview

### Retail Development Opportunities

- Large Format Retail (Destination Retail: Flagship, Major, Anchor)
- Specialty Food (Destination Retail: In-line)
- Formula Retail (Destination Retail: In-line, Flagship, Major, Anchor)
- Neighborhood Commercial (Neighborhood Retail in-line)
- Theaters/Entertainment



# Market Study & Business Strategies

## Opportunities / Strategies

### Retail Development Strategies

#### 1. Encouraging Synergy with Downtown and other retail centers.

- Reinforce Downtown's role as community hub/social center
- Branding and identity for LG shopping districts
- Coordinated market campaign
- Enhance Downtown merchant vitality programs
- Provide shuttle and/or "Bike Share" Program to link N40 and Downtown





# Market Study & Business Strategies

## Opportunities / Strategies

### Retail Development Strategies

2. Promote New Retailers that will provide missing services and goods. capture existing sales leakage at the N40 to Generate More Sales Tax for Town.
  - Avoid “tax shifting” from relocation of formula retail Downtown to North 40.
  - Environmental Benefits – enabling residents to decrease drive times for missing goods / services.
  - Plan for adequate floor plates and placement of new retailer that meet these demand needs

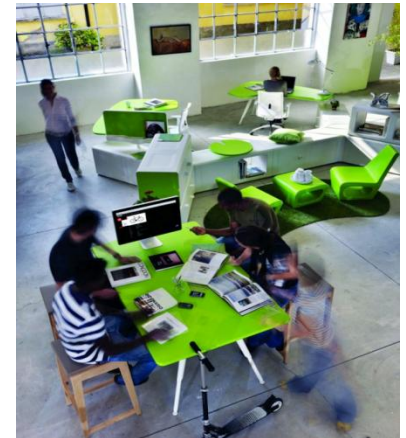


# Market Study & Business Strategies

## Opportunities / Strategies

### Office Development Opportunities

- New Class 'A' Office – Targeted to Large or Single users, Multitenant Space, or Office Space Packaged as Los Gatos “Innovation Center”



# Market Study & Business Strategies

## Opportunities / Strategies

### Office Development Strategies

1. Promote New Office Space to Expand town Inventory.
2. Pursue Concept of a Los Gatos “Innovation Center.”





# Market Study & Business Strategies

## Opportunities / Strategies Moving Forward

### Hotel + Meeting Space Development Opportunities/ Strategies

1. Permit a new High-end Hotel/Lodging Use at the North 40.
2. Incorporate Meeting Space into a Hotel Development.



[www.toddweddings.com](http://www.toddweddings.com)



# Market Study & Business Strategies

## Next Steps

- Prioritizing Opportunities

### Criteria:

- 1.General Plan Consistency
- 2.Market Feasibility – Demand
- 3.Complementary to Downtown
- 4.Economic Vitality – jobs, marketing, business recruitment and retention
- 5.Environmental Sustainability
- 6.Fiscal Impacts

Figure 1: Site Map



Source: Google Earth Pro





# QUESTIONS?



# BRAINSTORMING EXERCISE



# Residential Product Types

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## Small Lot Single Family

(Single Family Detached)

- 2 to 3 story homes
- 8 to 12 units per acre
- Attached 2 car garages



# Residential Product Types

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## Townhomes

- 2 to 3 story homes
- Arranged in clusters of 4-8 units
- 12-15 Units Per Acre
- Attached 1 Car & 2 Car Garages





# Residential Product Types

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## Multifamily Residential

- 3 to 4 stories
- Common parking garage partially below grade
- Affordable, Market Rate, Luxury
- Single/Couples, Family, Age Restricted





# Plazas, Parks, and Open Space

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## Large Open Spaces

- Neighborhood Parks
- Public Gathering Spaces
- Public Plazas
- Greenbelts





# Plazas, Parks, and Open Space

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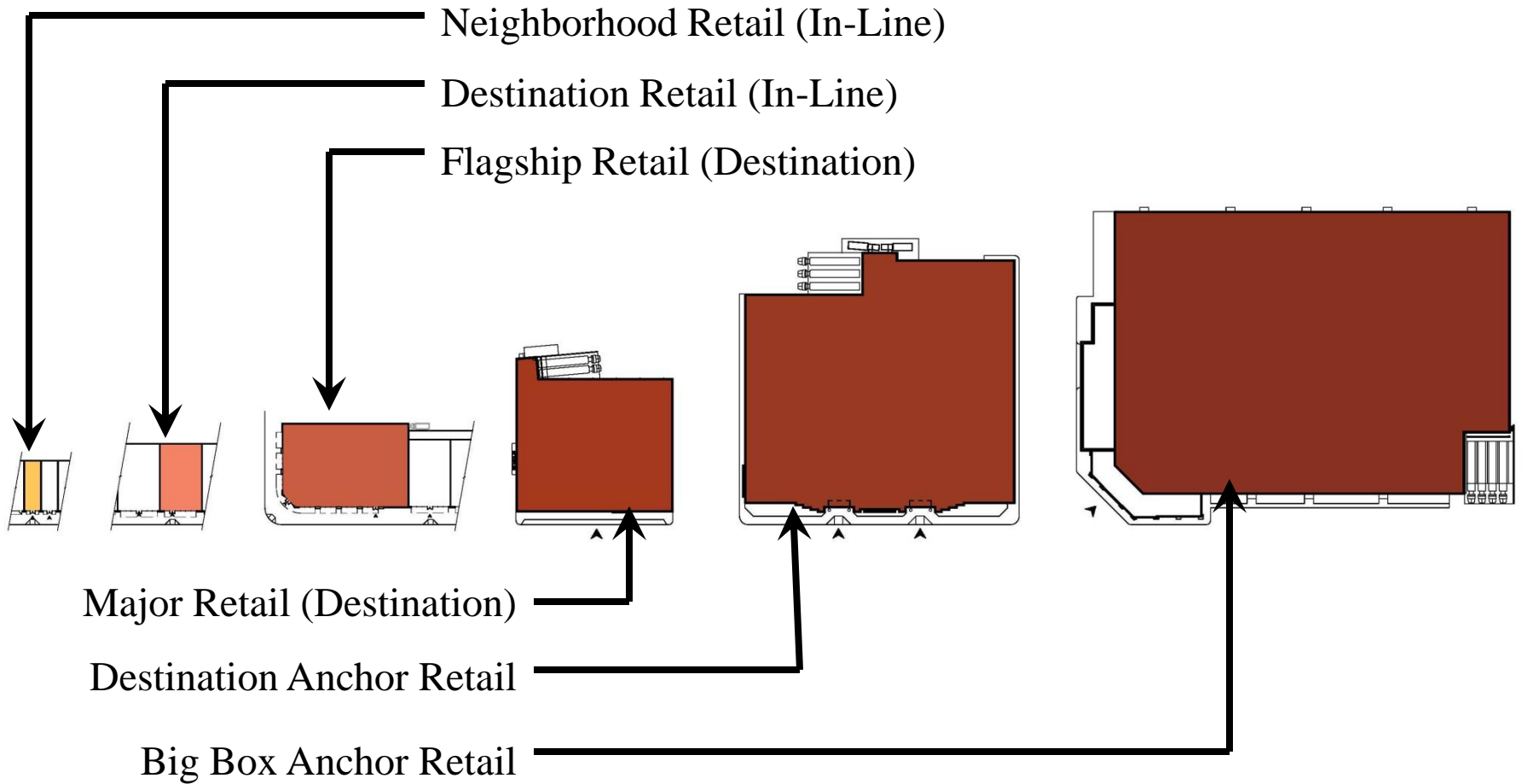
## Small Open Spaces

- Paseos
- Outdoor Dining
- Pocket Parks
- Linear Parkways
- Pedestrian & Bike Trails
- Community Gardens



# Retail Tenant Types

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# Neighborhood Retail (In-Line)

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## Example Uses

- Bank
- Coffee/Bakery
- Dry Cleaning
- Copy and Mail
- Optical
- Hair and Nail Salons
- Flowers
- Card Shop

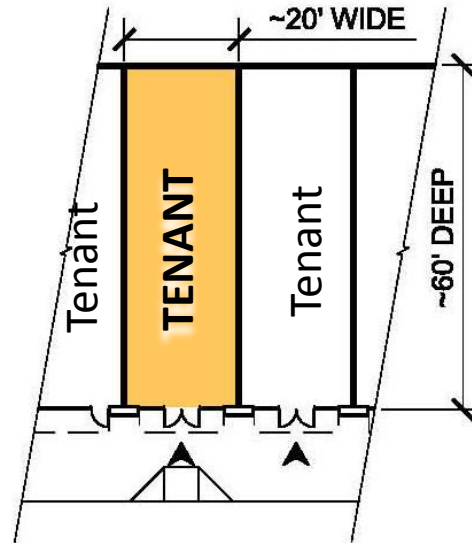


## Typical Sizes and Depths

- 800 SF to 5,000 SF
- 55 feet to 65 feet deep

## Parking Required

- 4 spaces/1000 SF





# Destination Retail (In-Line)

## Example Uses

- Apparel
- Fashion
- Fashion Accessories
- Shoes
- Home Accessories
- Beauty

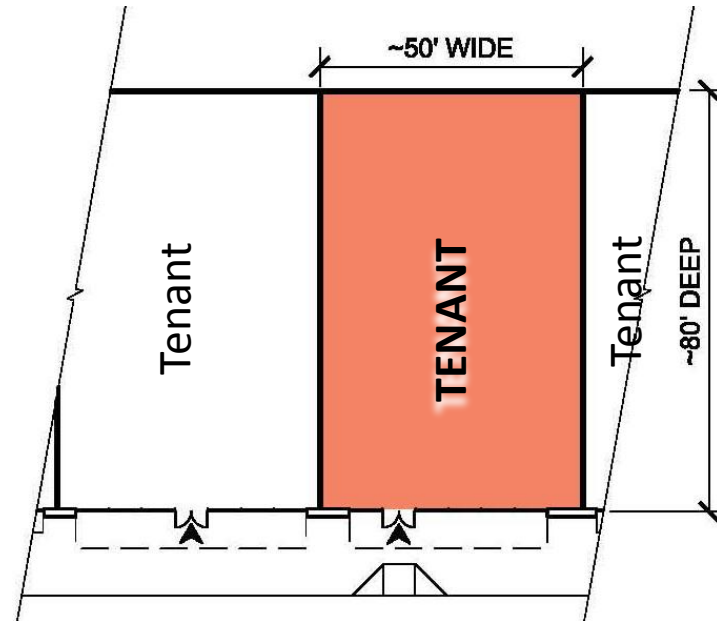


## Typical Sizes and Depths

- 2,000 SF to 12,000 SF
- 80 feet deep minimum

## Parking Required

- 4 spaces/1000 SF





# Flagship Retailer (Destination)

## Example Uses

- Sporting Goods
- Apparel
- Home Furnishings
- Kitchen

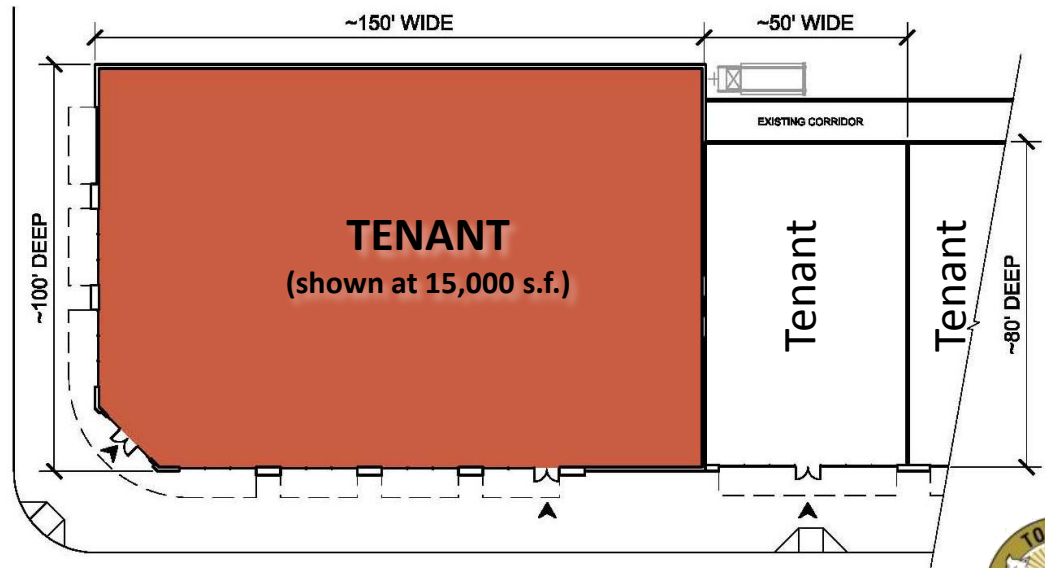


## Typical Sizes and Depths

- 10,000 SF to 25,000 SF
- Approx. 100 feet deep
- Sometimes can do a partial second floor sales area

## Parking Required

- 4 spaces/1000 SF



# Major Retail Tenant (Destination)

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## Example Uses

- Electronics
- Sporting Goods
- Appliances
- Office Supplies

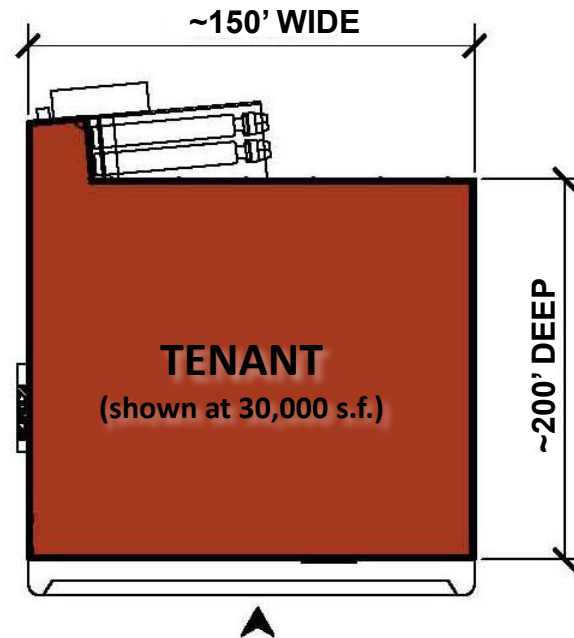


## Typical Sizes and Depths

- 18,000 SF to 50,000 SF
- Approx. 150 feet wide by 200 feet deep
- Rarely will do multilevel format

## Parking Required

- 4 to 5 spaces/1000 SF



# Destination Anchor Tenant

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## Example Uses

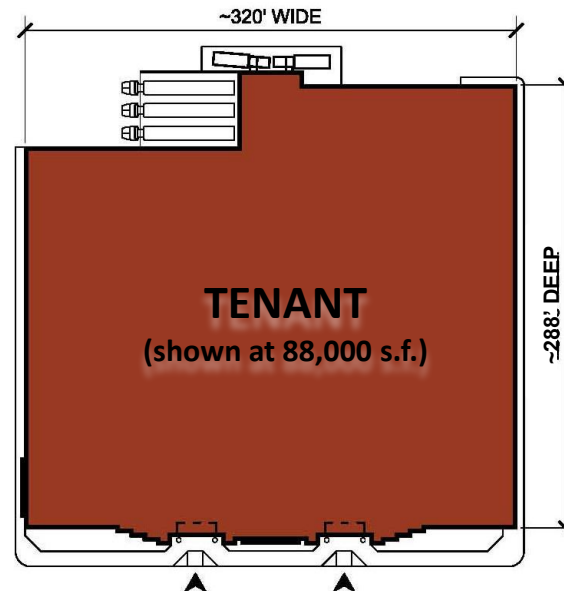
- General Merchandise
- Department Store

## Typical Sizes and Depths

- 50,000 SF to 125,000 SF
- Approx. 250 feet deep
- Some retailers will consider multiple floors or parking below a raised store

## Parking Required

- 4 to 5 spaces/1000 SF



# Big Box Anchor Tenant

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## Example Uses

- General Merchandise
- Home Improvement
- Warehouse

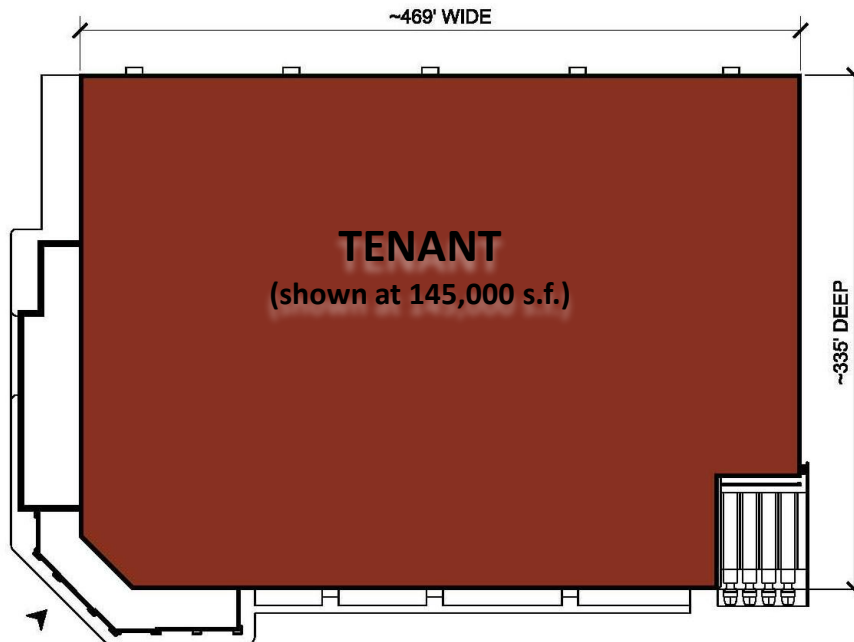


## Typical Sizes and Depths

- 100,000 SF to 150,000 SF
- Approx. 300 feet deep
- Single level

## Parking Required

- 4 to 5 spaces/1000 SF

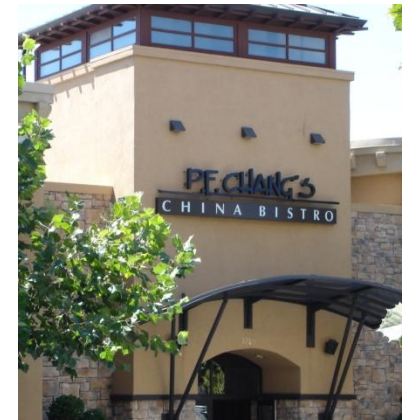




# Restaurants

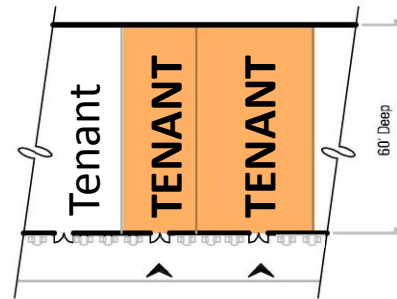
## Sit-Down

- **Sizes:** 3,500 s.f. to 12,000 s.f.
- **Parking:** 8-10 spaces / 1,000 s.f.
- Stand alone or in-line condition
- May include bar or entertainment
- Longer duration of time spent dining
- Connected to outside dining

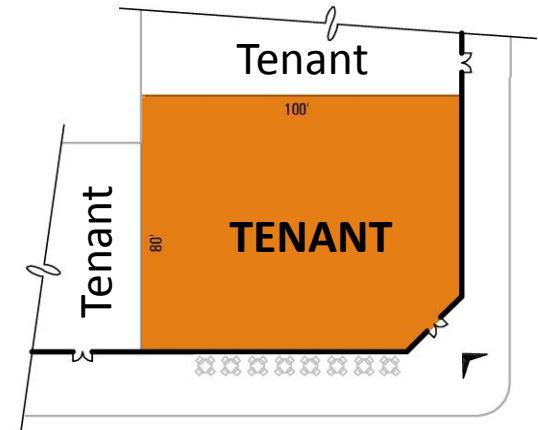


## Cafes & Quick Serve

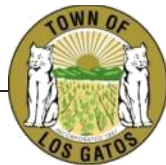
- **Sizes:** 1,200 s.f. to 4,000 s.f.
- **Parking:** 5-7 spaces / 1,000 s.f.
- Usually in-line condition
- Small cafes may only serve breakfast and/or lunch
- Typically order food at counter and take to go or sit down
- Shorter duration of time spent dining
- Offers shared outdoor dining opportunities



Café & Quick Serve



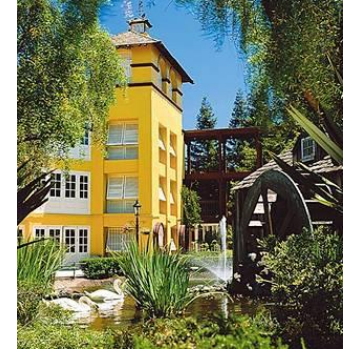
Sit-Down



# Boutique Hotel

## Example

- Approximately 125 rooms
- Limited services at ground level including restaurants, fitness club
- Potential banquet and meeting rooms

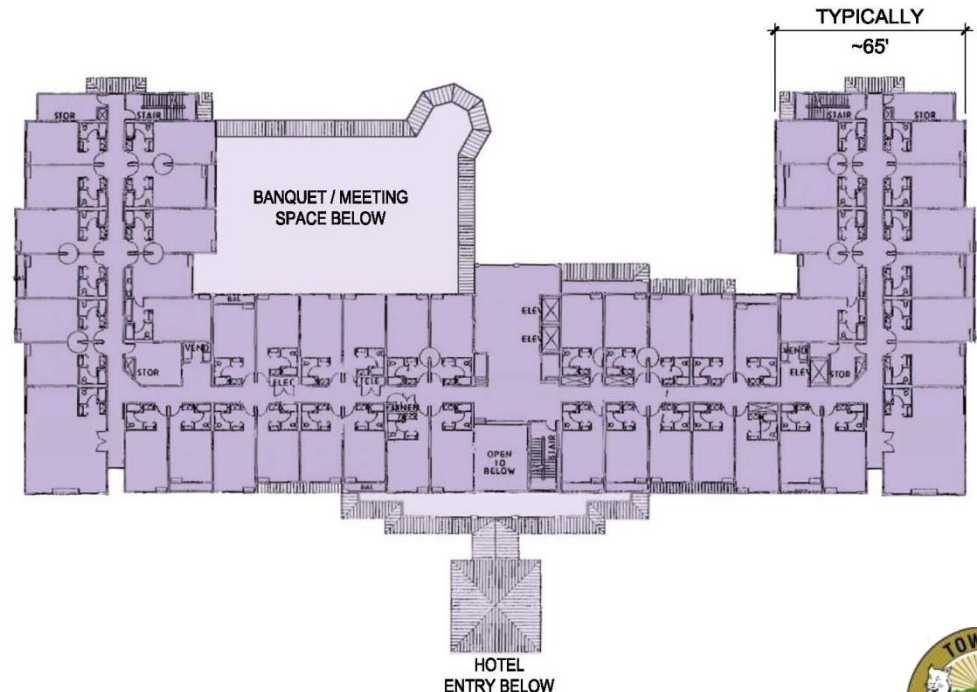


## Typical Sizes and Depths

- Approximately 65 feet deep
- Usually guestrooms on each side of a central hallway
- 4-5 stories

## Parking Required

- 1 space per guest room
- Typically parking is accommodated in surface lots but some will locate in parking structure



# Entertainment - Multiplex Cinema

## Example

- Potential range of screens and sizes
- Potential for additional entertainment venues such as restaurant and bar
- Typ. located at street level. Some can be located at upper levels w/ground level kiosk for ticket sales

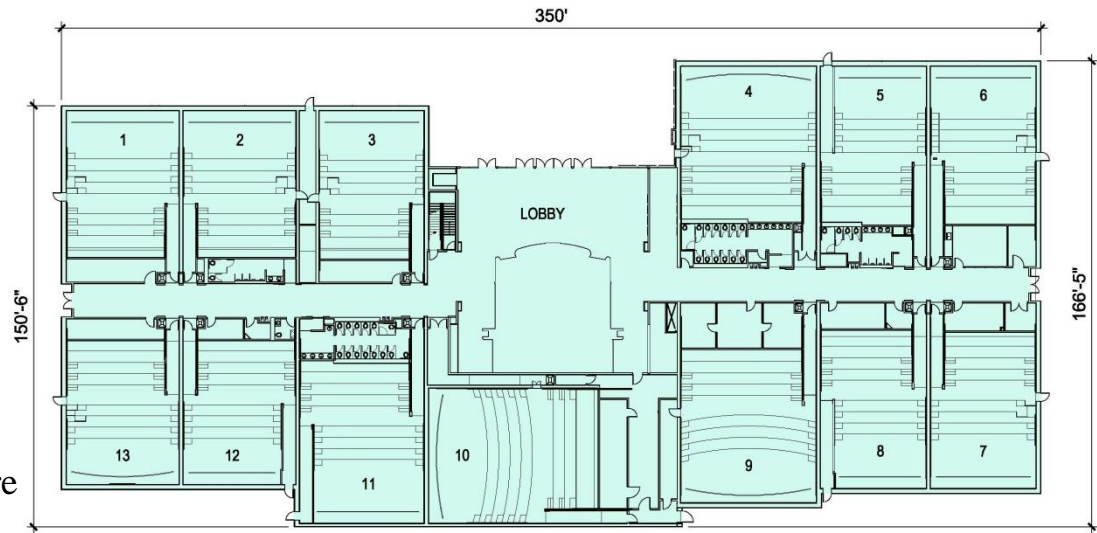


## Typical Sizes

- Usually multiscreen of 6 or more
- Example shows 13 screens at 55,000 SF to 65,000 SF
- Includes lobby for concessions and gathering

## Parking Required

- 1 space per 4.5 seats (assumes a shared parking concept)
- Typ. parking is accommodated in surface lots but some will locate in parking structure



## Example

- ...Typ. 13-plex theater has approx. 2,200 seats and requires approx. 490 parking spaces





# Office

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## Example Uses

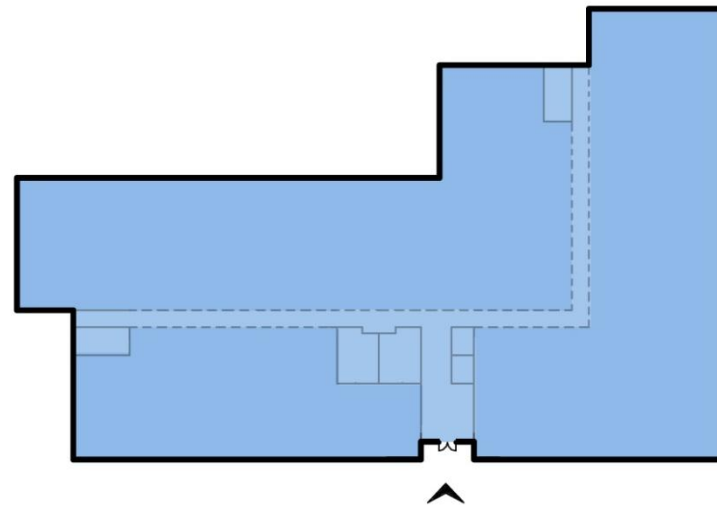
- Corporate offices or headquarters (single user)
- Multi-tenant
- Multi/small tenant such as medical office

## Typical Sizes and Depths

- 25,000 s.f. to 35,000 s.f. floor plates
- 70' to 90' deep
- Stand alone or over retail
- 2-4 levels

## Parking Required

- 4 spaces/1000 s.f.
- Could qualify for shared parking reduction if paired with retail / entertainment





# Neighborhood Center

Lucky Center at Camden Avenue, San Jose

TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S)		ANCHOR RATIO*	PRIMARY TRADE AREA**
				NUMBER	TYPE		
NEIGHBORHOOD CENTER	Convenience	30,000 - 150,000	3 - 15	1 or more	Supermarket	30 - 50%	3 miles





# Community Center

## Old Mervyn's Center at El Camino Real, Santa Clara

TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S)		ANCHOR RATIO*	PRIMARY TRADE AREA**
				NUMBER	TYPE		
COMMUNITY CENTER	General Merchandise; Convenience	100,000 - 350,000	10 - 40	2 or more	Discount dept. store; super-market; drug; home improvement; large specialty/discount apparel	40 - 60%	3 - 6 miles





# Power Center

**“The Plant” Monterey Road and Curtner Avenue, San Jose**

TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S)		ANCHOR RATIO*	PRIMARY TRADE AREA**
				NUMBER	TYPE		
POWER CENTER	Category-dominant anchors; few small tenants	250,000 - 600,000	25 - 80	3 or more	Category killer; home improvement; disc. dept. store; warehouse club; off-price	75 - 90%	5 - 10 miles





# Lifestyle Fashion Center

Bay Street, Emeryville

TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S)		ANCHOR RATIO*	PRIMARY TRADE AREA**
				NUMBER	TYPE		
FASHION/SPECIALTY CENTER	Higher end, fashion oriented	80,000 - 250,000	5 - 25	N/A	Fashion	N/A	5 - 15 miles





# Regional Mall

## Westfield Oakridge Mall, San Jose

TYPE	CONCEPT	SQ. FT. (Inc. Anchors)	ACREAGE	TYPICAL ANCHOR(S)		ANCHOR RATIO*	PRIMARY TRADE AREA**
				NUMBER	TYPE		
REGIONAL CENTER	General Merchandise; Fashion (Mall, typically enclosed)	400,000 - 800,000	40 - 100	2 or more	Full-line dept. store; jr. dept. store; mass merchant; disc. dept. store; fashion apparel	50 - 70%	5 - 15 miles



# Next Steps

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- ▶ Advisory Committee Meeting #5
  - Review Concept Plan
  - Residential and Commercial Building Form
- ▶ Specific Plan and EIR

